

Class Title: Public Information Specialist I

BRIEF DESCRIPTION OF THE CLASSIFICATION:

Assists, educates and informs citizens and customers. Provides information about services available throughout the department. Serves as customer service coordinator. Performs liaison duties, promotes partnership and serves on various committees. Assists with media relations and promotes programs and agendas. Performs special projects.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.

Physical Strength Code		ESSENTIAL FUNCTIONS
1	S	Serves as customer service coordinator by supervising a call center, collecting citizen's comments and suggestions, coordinating customer service training and monitoring customer relations with contractors, real estate agencies and other managers and organizations.
2	S	Performs liaison duties by promoting partnership between city departments, communities and citizens and serving on various committees.
3	S	Assists with media relations and promotes programs and agendas by responding to inquiries from media, participating in interviews, writing occasional press releases, presentations and public service announcements, updating the website and submitting daily program information.
4	S	Performs special projects by preparing information for bulk mailings, designing flyers using desktop publishing software, researching for special projects and monitoring publications for specific information.

CSC Adopted: October 2001, CSC Revised: _____

CLASS REQUIREMENTS:

CLASS REQUIREMENTS	
Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	One year of experience in Public Relations.
Certifications and Other Requirements	Valid Driver's License may be required depending on assignment.
Reading	Work requires the ability to read technical materials, publications and various related material.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division.
Writing	Work requires the ability to write reports, press releases and promotional materials.
Managerial	Managerial responsibilities include developing strategic plans, goals and objectives.
Budget Responsibility	N/A
Supervisory / Organizational Control	Job has no responsibility for the direction or supervision of others.
Complexity	Work is governed by broad instructions, objectives and policies. Work requires the exercise of considerable initiative and independent analytical and evaluative judgment.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. Works with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, citizens, civic leagues, and sales representatives.

CSC Adopted: **October 2001**, CSC Revised: _____

OVERALL PHYSICAL STRENGTH DEMANDS:

Sedentary	X	Light	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time		L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
--	--	--	--	----------------------------

This is a description of the way the job is currently performed; it does not address the potential for accommodation.

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	O	Copier, fax machine, training, presentations, meetings with customers, supervision, filing
Sitting	F	Computer, desk work, answering telephone, training sessions, driving
Walking	O	Inter-office, to/from appointments, to/from departments
Lifting	O	Files, reports, books, video equipment, video or promotional supplies/materials
Carrying	O	Files, reports, books, video equipment, video or promotional supplies/materials
Pushing/Pulling	N	
Reaching	N	
Handling	O	Files, reports, books, video equipment, video or promotional supplies/materials
Fine Dexterity	C	Computer keyboard, calculator, writing
Kneeling	O	Filing in cabinet drawers
Crouching	O	Filing in cabinet drawers
Crawling	N	
Bending	O	Filing in cabinet drawers
Twisting	N	
Climbing	O	Stairs
Balancing	N	
Vision	C	Computer, desk work, driving, reading, customer service, supervision, training sessions
Hearing	C	Telephone, staff, supervisor, citizens, contractors, meetings, presentations, training
Talking	C	Telephone, staff, supervisor, citizens, contractors, meetings, presentations, training
Foot Controls	O	Driving
Other (specify)	N	

CSC Adopted: **October 2001**, CSC Revised: _____

MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:

Computer, laser or inkjet printer, copy machine, fax machine, telephone, laptop computer, video equipment, Standard Microsoft Windows and Office software, Graphic software programs, data processing programs

ENVIRONMENTAL FACTORS:

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
-----------	----------------------------	-----------------------------	----------------	-----------

HEALTH AND SAFETY		ENVIRONMENTAL FACTORS	
Mechanical Hazards	N	Dirt and Dust	N
Chemical Hazards	N	Extreme Temperatures	N
Electrical Hazards	N	Noise and Vibration	N
Fire Hazards	N	Fumes and Odors	N
Explosives	N	Wetness/Humidity	N
Communicable Diseases	N	Darkness or Poor Lighting	N
Physical Danger or Abuse	N		
Other (see 1 below)	N		

PRIMARY WORK LOCATION	
Office Environment	X
Warehouse	--
Shop	--
Vehicle	--
Outdoors	--
Other (see 2 below)	--

- (1)
- (2)

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
--	--	--	--	----------------------------

NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	O
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	F
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	O
Other (see 3 below)	N

- (3)